

EAST FLAT ROCK, N.C.

An Industrial Village, A Future City

East Flat Rock is a town, a very attractive and prettily situated town, of about 800 people, on the Southern Railway about three and one-half miles from Hendersonville.

It is a town which has grown up almost overnight and that growth has just begun.

It is a progressive community in every sense of the word and the business men there are the kind of business men who make a whole field of grass grow where none grew before.

It is the gateway, you might say, to historic old Flat Rock, reached from this station by a pleasant and well shaded drive.

The one big industry of the town is the Skyland Hosiery Company, of which fine enterprises the following tells somewhat:

The Skyland Hosiery Company.

It's the greatest pity in the world that the long-haired he-agitators and the short-haired she-agitators which infest certain portions of these United States cannot come to East Flat Rock and see for themselves the conditions under which the mill operatives of that thriving village live and work.

But they won't do that—for if they did, if they should come to East Flat Rock and study the surroundings of the Skyland Hosiery company's employees, they would be shocked to find the healthiest, the happiest, and the best situated crowd of people they had almost ever seen.

But as these agitators of both sexes are not looking for any such conditions as exist at the Skyland Hosiery Company's mills, they will stay away and try to find material more suitable to their muck-racking talents elsewhere.

The Skyland Hosiery Company's mill is the chief industry in East Flat Rock. The company pays out \$1,000 a week in wages and working conditions of these employees are perfect.

The big mill building is as light as a vast expanse of windows may make it. The condition of the different rooms is sanitary and pleasing to the last degree. The operatives

at their different tasks are healthy, well dressed, well fed people and the above mentioned agitators would go plumb crazy over their deplorably happy condition.

The houses in which they live are model cottages pleasantly situated amidst a grove of fine old trees. Every sanitary convenience is found in the village and to each of the operatives is allotted a garden space which produces much produce that is worth good money.

The company is active in the beneficial welfare work which characterizes the mill owners of the South. The school building is modern, the teachers are capable. The different churches show a very large membership.

It is a distinct pleasure to visit this mill and to inspect the different departments.

Its product is sold as soon as made—and it ships \$700 worth of goods every day. One-third of the cost of the fine article it manufactures goes into labor—well-paid and well satisfied labor.

Some idea of the company's plant may be obtained from the illustration in this paper. It is thoroughly modern in every respect and thoroughly well managed. Mr. L. B. Stillwell is the president of the Skyland Hosiery company and Mr. C. P. Rogers is the thoroughly efficient and capable superintendent.

In an article of this kind it is customary to tell more of the product and less of the means of production. But the surroundings of the employees of this mill are so thoroughly different from what the muckrackers have induced a credulous public to believe is customary, that all the space has been given to the latter feature.

The Skyland Hosiery Company, which is a member of the National Association of Hosiery and Underwear Manufacturers, is one of Henderson county's assets.

It is a prosperous and fast growing concern and its increasing prosperity means also an increased prosperity for this county.

L. E. FISHER.

The store of Mr. L. E. Fisher, in plain sight of the Southern Railway depot, would be a credit in every way to a city ten times the population of East Flat Rock.

Mr. Fisher is from Salisbury and is one of the many men from that city who have come into the mountains of Western North Carolina and have found there prosperity and what is far more valuable—health.

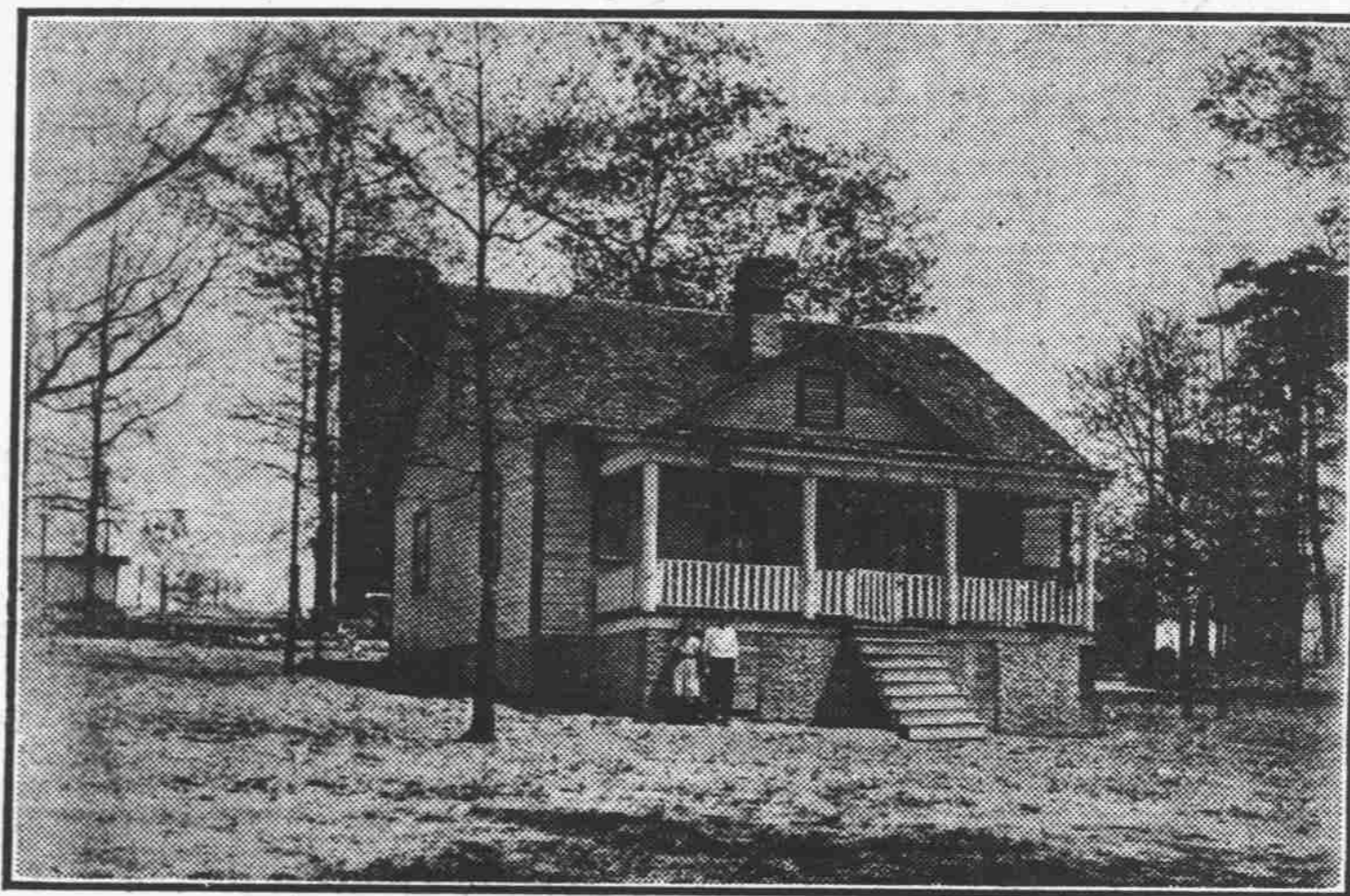
Mr. Fisher has a very large mercantile establishment, and transacts annually an enormous amount of business. He is very largely interested in real estate, owning much valuable dirt in and around East Flat Rock. To say that he has made good would be true. He is a standing invitation to all the other folks of Salisbury to come here and do likewise!

P. H. WALKER.

The man who made East Flat Rock—who, long ago, when the site of the pretty village of 900 population was part of a great estate saw the infinite possibilities of here creating an industrial town and who bent all his undoubted ability in that direction—that man is Mr. P. H. Walker, real estate operator par excellence.

Mr. Walker was largely instrumental in securing the Skyland Hosiery Company's big mills for East Flat Rock. He owns very extensive real estate interests here—in fact, some of the most desirable in this part of Henderson county. His real estate holdings comprise both improved and unimproved tracts, as well as town property. His reputation as a wisely progressive citizen, as a strictly fair and honorable business man, is sufficient guarantee that those who deal with him will receive the squarest of square deals.

A typical cottage of the Skyland Hosiery Mills village at East Flat Rock, N. C.



From Photo by F. A. Carr, Landscape Photographer, Hendersonville, N. C.

HENDERSONVILLE LUMBER COMPANY

DEALERS IN

ROUGH LUMBER, NATIVE AND SOUTHERN FINISHED LUMBER



From Photo by F. A. Carr, Landscape Photographer, Hendersonville, N. C.

- ☐ Regular stock of Moulding. ☐ Special orders finished with Machinery in the Yard.
- ☐ Only finishing machinery in the city for special orders for dressing and ripping.
- ☐ Oldest lumber concern in the county. Let us quote you prices if you contemplate building

Sou. Ry. Yards

HENDERSONVILLE LUMBER CO.

Hendersonville, N.C.